

Additive Color Model  
(light, RGB)

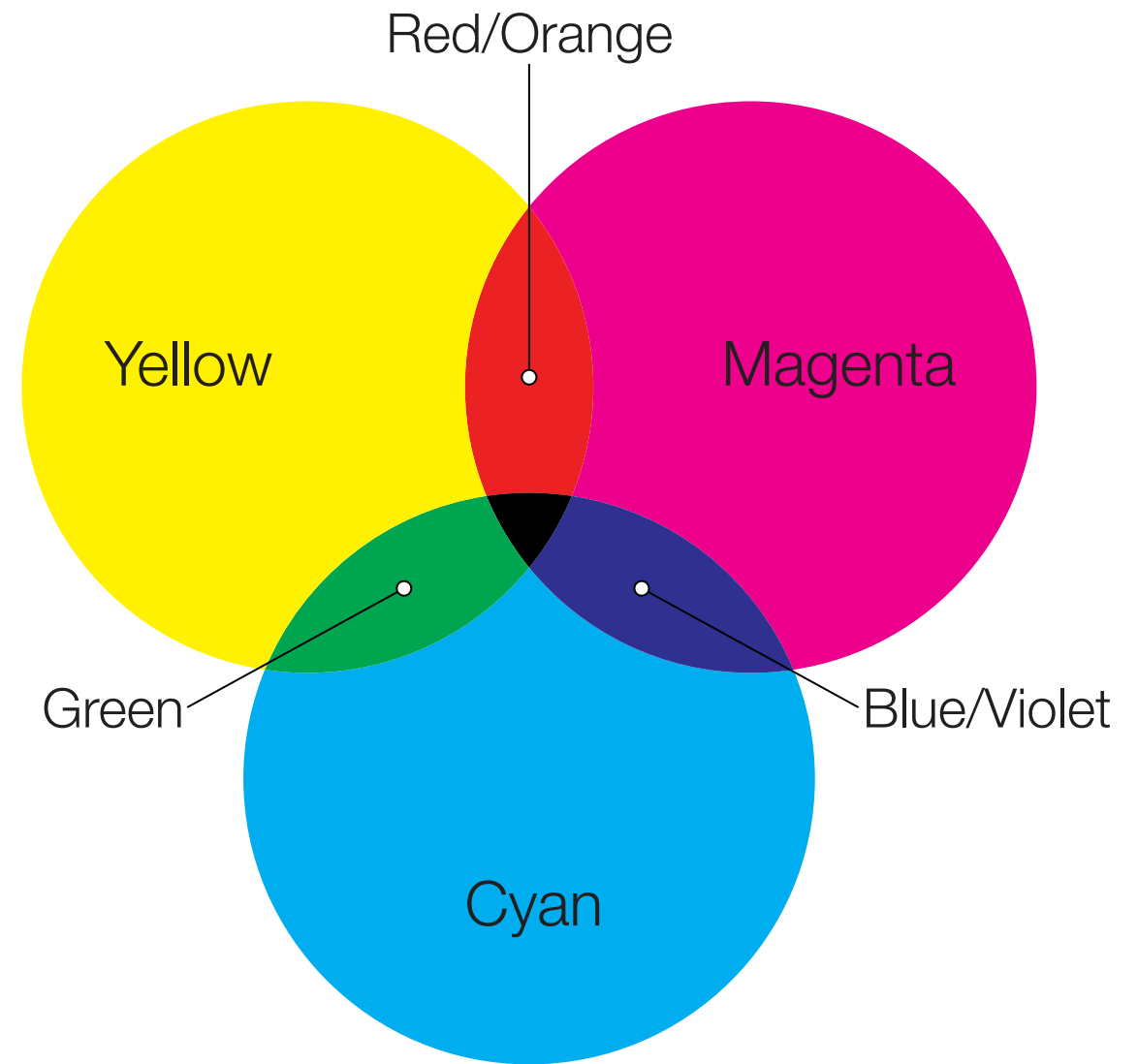
Color is *transmitted through* transparent media.

All colors added together = white.

The absence of light = *true* black.

Because computer graphics, websites, and other digital presentations are projected/transmitted with light, screen-targeted graphics should be saved in this color model, or “RGB Mode.”

NOTICE: The colors in RGB appear slightly more brilliant than in CMYK. This can be attributed to the difference between the mode of transmitting light vs. absorbing/reflecting light off of surfaces.



Subtractive Color Model  
(pigment, CMYK)

Color is *absorbed by and reflected off of* media.

Because these colors are achieved via reflection, we assume a pure white ground as the base filter for pure colors.

All colors added together = *near* black.

To achieve true black, pure black must be added, thus giving us the CMYK model (K=black). This is the standard color model for most printing, thus graphics for print are typically prepared in “CMYK Mode.”

While most printers recognize this model as the standard pigment model, the traditional artist Color Wheel substitutes Blue as the Cyan primary and Red as the Magenta primary, resulting in slightly different secondary and tertiary results.